

**SHSCAP**  
**Quarterly Conference Call**  
**February 18, 2004**  
**Minutes**

**Participants:** Dianne Rousseau (**Asotin**), Adam McCollum (**Benton/Franklin**), Darcie Anderson (**Chelan/Douglas**), Rachel Anderson (**Clallam**), Theresa Cross (**Clark/Skamania**), Vickie Hodgson (**Columbia**), Jennie Bergman (**Cowlitz**), Rachel Gwinn (**Garfield**), Alana Tebow (**Grant**), Sandy Aikins (**Island**), John Bennett & Colin Jones (**King**), Brandie Flood & Sabine Thomas (**Center for Multi-Cultural Health**), Rosa Babino (**WACMHC**), Frank Irrigon (**WAPIFASA**), Wendy Lewis (**TPRC**), Barb Smithson (**Kitsap**), Ann Riley (**Kittitas**), Sonia Ferguson (**Lewis**), Billie Leith (**Colville Tribe**), Katie Oien (**Pacific**), Jill Smith (**Pierce**), Edith Thompson & Martha Sharon (**San Juan**), Meghan Sullivan (**Skagit**), Jennifer Polello (**Spokane**), Cindy Thompson (**ALAW**), Marion Relph (**ALAW**), Samantha & ? (**Thurston**), Linda Hartung (**Wahkiakum**), Susann Bassham (**Walla Walla**), Alyssa Pavitt (**Whatcom**), Sue Reed (**Yakima**), Kevin Knox (**BREATHE**), Tom Wiedemann (**DOH**), Tammie Shaw, Lisa Hinton & Erika Donnegan (**SHSCAP**)

**\*\* If we've missed anyone or made any errors, please let us know so we can correct them.**

- **Conference Call Etiquette (see attached)**
  - This information will be included in future agendas to help us all remember the do's & don'ts of conference calls.
- **Information & Resource Sharing**
  - New resource - Theresa Cross, Clark/Skamania
    - Brochure titled "Help Protect Children from Secondhand Smoke" (available in English and Spanish).
    - This was a joint project between Clark County and OMPRO (Oregon). OMPRO helps providers cover certain issues and was putting together a school kit for healthcare providers. Theresa noticed that SHS was missing. She proposed that they partner to create this.
      - They used OMPRO's graphic designer who created the design (OMPRO paid for her services) while they paid for the copies. The creation of the brochure very inexpensive
    - Theresa gave a brief overview of the contents of the brochure which includes the Quit Line, SHS exposure info.
    - OMPRO is sending the brochure to over 100 of the larger medical and pediatric clinics in Washington, therefore contractors may be noticing them in their counties. Theresa will send a letter to all of the Contractors in the communities where this brochure will be received. This letter will explain the creation of the brochure and a sample of the brochure.
    - Their primary outreach & distribution is Clark/Skamania although she is working with their printer on how to get an electronic version. She feels this would be a good replacement for the "One of the Best Things You Can Do for Your Kids" (currently at the clearinghouse) since it is a bit outdated.
    - As soon as she is able to get an electronic version and information other communities may have access to it.
    - Theresa is willing to send a copy to anyone on the call who would like one.
    - Questions included:
      - Linda Hartung inquired as to how many colors the brochure was printed – Theresa said it was either 2 or 3 – it might look ok in

black & white but Theresa would prefer the brochure be reproduced in color, the way it was intended to be.

- Tammie asked if Theresa had a need to track which counties they were popping up in – Only in Clark/Skamania.
- There was a question as to if there would be information included in the letter that Theresa is mailing out to the contractors that would also have an order form – No, but Theresa will have the electronic file and SHSCAP may have further discussion with Theresa and possibly post it on the SHSCAP website.

○ **RJR activity - Theresa Cross, Clark County & Colin Jones, Seattle-King County**

- Theresa shared with the group that RJR has been very active in the state and are going city by city with intimidation tactics. Battle Ground (Clark Co) received a letter from (RJR) an attorney stating that their sampling law was no longer valid based on an obscure ordinance in Massachusetts.
- Battle Ground (small community) was ready to do what was being requested in the letter until it was determined that it was not a valid argument.
- A colleague of Theresa's (James Kisse) happened to come across this by accident as an information sharing item on the city council agenda.
  - He called, shared this with others and informed the executive director who called the city attorney in Battle Ground, who was in the process of re-writing the ordinance.
  - Background information was given to the city attorney and the city has decided not to change the ordinance
  - Tom asked if the decision was official and if it was received in writing – Theresa was not certain if this had been done but more that it was the results of a telephone call.
  - They had thought it would be on the city council meeting agenda the previous night but it was not due to the fact that they decided not to do anything.
- Theresa had discussed with Tom the need to let others know about this issue so that others may be able to handle this situation appropriately should it arise in their community. It can be very delicate.
- Colin presented some background on the issue: the attorney is sending these letters out on behalf of RJR to all the municipalities nationwide that have a sampling ban that may be borderline
  - They are claiming that the Federal Cigarette Labeling Advertising Act (the same thing that preempts the outdoor advertising ban in Tacoma) also prohibits locals from banning free distribution of cigarettes (not true) but it does regulate 2 for 1 (value added merchandising) or other marketing things that would be in stores.
  - King Co also received the same letter back in October 2002 which may mean that they began with the larger municipalities and are working the way down.
  - A question was asked re: if newspapers can advertise free samples. Tom clarified that they can advertise.
  - **Even though this topic does not specifically have a SHS focus, it was mentioned to increase awareness of industry activity in our state. Tom asked the group to save any questions for the**

**youth access call (to be scheduled) since this is a very important issue.**

- If others have any specific questions please refer these to Tom.
- Theresa will pass on any relevant information to Tom, who can then send information to SHSCAP to share with others as appropriate.

○ **Hoopfest Announcement - Jennifer Polello, Spokane County**

- Jennifer announced that Hoopfest has agreed to be a smoke-free event. SRHD has been working with them for a few years to achieve this.
- While Hoopfest is the largest 3 on 3 basketball tournament in the world it is also includes other community events that takes place in downtown Spokane (shopping, food, concerts, etc...)
- The Hoopfest board is very supportive of the issue and it will be promoted in the following ways:
  - Player registration form
  - Player packets
  - Hoopfest media
  - Hoopfest website
- They are getting the awareness out and relying the participants and the people down there to self-enforce (similar to the Tobacco Free zones in parks in Spokane)
- Signage: there will be tobacco free zones signs up around the downtown area and signage on the trash cans.
- There will be a few backboards with the message and a Smoke-free team (the media really picked up on this last year)
- They are trying to publicize it as much as possible and rely on people to self-enforce.
- Theresa asked if this was an event organized by a national organization – no, this event is specific to Spokane.
- Tom asked if Bloomsday (largest timed road race also in Spokane) has agreed to follow suit – Jennifer said they are working on it (Bloomsday and Hoopfest have said that they would go smoke-free if the other did).
- Tammie asked Jennifer what she thought one of their best strategies was in working with the board. Jennifer said it would have to be the sponsorship that SRHD will be providing to Hoopfest. SRHD has agreed to do this for at least this year with the hope that they would continue to carry the message in years to come.
- Contractors can also promote this in their counties since teams travel from all over the state. Those attending the Spokane regional contractors meeting the week prior to Hoopfest (June 25-26) are welcome to stay through the weekend!

○ **Others**

- Theresa Cross (Clark) shared that the Clark Co. Govt. is holding Youth Town Halls where youth are selected from all over the county to spend a day with a county employee (April 16<sup>th</sup>)
  - This is being sponsored/coordinated by the Public Information and Outreach Office who chose a SHS focus and the tobacco program as one offering that youth can choose.

- Information will be provided to them that focuses on SHS & the outdoors as this is an issue that the county commissioners had jurisdiction over (did not want to focus on the indoor issues)
  - They will go and visit city parks that are voluntarily smoke-free in Ridgefield, another park where they have received complaints and the new Clark Co administrative building where some employees have complained about smoking near entrances.
  - Then youth will discuss what they have learned with the commissioners
  - Theresa is willing to give an update on the next SHS conference call
- Sue Reed (Yakima) gave a quick update re: Smoke-Free Yakima has decided that a city ordinance is their best chance to pursue a policy in their area. They are working on next steps.
  - She also reported that they held a Faith Forum attended by stakeholders and members of the faith community.
- Colin suggested a that there is a need for a document that provides an analysis of the studies that exist that would indicate which studies are valid and which are not. This would also help to eliminate the studies that are on the extreme (one side or the other).
  - BREATHE has this information compiled and will forward it to SHSCAP.
- He also provided an update on their restaurant campaign– it has been very successful in the Wallingford area where one of the restaurants has actually gone smoke-free as a result of the campaign.
  - They have done a great job publicizing themselves.
  - This is the first one since they have implemented the screener step in the packet process.
- Pubic Health King Co is also looking at moving into unions and land use in regards to developing a constituency for support for a smoking ban
  - They are working with HERE (Hotel Employees Restaurant Employees) local #8.
  - Conducting an assessment with their members as to their opinions about SHS and working around SHS. It would be powerful if they can get them on board. He mentioned the difficulty given there are several smokers within the organization but they are willing to work with them.
  - Theresa Cross (Clark) mentioned that their union was very supportive and even funded a tobacco summit a number of years ago.
- They are also kicking off their smoke-free apartment campaign. This process will be rather extensive and they are using the information and brochure from Pierce/Kitsap.
  - They will begin with a screener (preliminary survey) of all apartment owners/property managers firms in the city of Seattle. They will use this information to categorize their apartments that will help to provide SF housing. They expect this to really start going in July.
- Tammie mentioned that Snohomish County has had success with the Everett Event Center opening up smoke-free.

- Jill Smith (Pierce) gave an update as to activity revolving around their overturned resolution. They have done an assessment of the restaurants after the ban was overturned and they found 25-30 had remained smoke-free for a variety of reasons.
    - One of these was a tavern that had historically been a very heavy smoking tavern. They surveyed their patrons and they overwhelmingly wanted them to remain smoke-free.
    - They are going to do some advertising for these businesses that have chosen to continue to be smoke-free.
    - The list of these restaurants is available on their website [www.preventionpriority.com](http://www.preventionpriority.com).
- **Legislative Update – Kevin Knox**
  - Feb 17 was a major cutoff date for the house and senate – no official action was taken on any of the SF in public places bills. The sampling ban is still alive – was passed from the senate to the house.
    - HB 1868 – there has been a commitment by leadership in the house and the senate to place this bill on the concurrent resolution list to exempt it from the cut off date. The actual passage of that resolution has not happened yet.
- **SHSCAP Activity Update - Tammie & Lisa**
  - SHSCAP is helping to coordinate 3 sessions at the Annual TPC Conference in March. The sessions are as follows:
    - **Responding to Industry Attacks**  
 Presenter: Annie Tegen, Americans for Nonsmokers' Rights  
 This session will focus on providing insight into the tobacco industry, including the tactics they attempt to use, as well as arming contractors and statewide partners with the responses to those tactics.
    - **Lobbying and Advocacy Using Public Funds**  
 Presenter: Vic Colman, Washington Department of Health  
 This session will provide participants with the rules of the road when tobacco prevention contractors are involved in advocacy and lobbying efforts. Included will be a focus on understanding and defining key words and phrases, including “lobbying,” “grass roots lobbying,” and “advocacy.”
    - **Health and Economic Consequences of Secondhand Smoke Exposure**  
 Presenter: Barbara Pizacani, PhD, MPH, Multnomah County (Ore.) Health Department  
 Information on the mortality, morbidity, and economic costs associated with secondhand smoke exposure to children and adults will be presented. In addition, research on the disease and health costs averted as a result of clean indoor air legislation will be summarized.
  - **Website**
    - At the SHSCAP exhibit booth we will be providing updates on project activities and will feature the SHSCAP website. There will be 2 laptops set up for contractors and partners to view the website and complete a short form to offer feedback and suggestions about the site. The site is currently located on a mock page. We hope to integrate feedback and have the website available in April.
  - **Technical Assistance**
    - We have coordinated efforts with TPRC and NPAIHB to create a more effective streamlined process for accessing technical assistance. This

process will be presented at the conference during contractor meetings and at the exhibit booth.

- **Policy Database**-We are in the process of obtaining the information. The holdup has been in purchasing the list from another agency. Once we receive the information our process will be:
  - Conducting a formal survey with businesses, done by the Gilmore Group. (hopefully in spring)
  - Once the formal survey is conducted we may have Contractors follow up to collect policies and/or additional information if it exists.

## **Conference Call Etiquette**

We are excited that such a large amount of you are joining us for conference calls! There were around 45 people on the last one! We want to do our best to facilitate a call that is informative and productive therefore we thought it might be helpful to send out some gentle reminders.

Please consider the following information for future conference calls.

Creating a quiet environment and limiting background noise are necessary for everyone on the call. This can be done by:

At a minimum;

- Not breathing into the mouthpiece of the phone.
- Avoid using cell phones – even when parked signal strengths can vary causing interference and excessive noise.
- Always introducing yourself when speaking for the first time.
- Avoid putting your phone on hold. This allows everyone on the call to hear your hold music and not much else.
- Using the mute function if you must step away from the call, are interrupted or for some reason have an increased level of noise in the area.
- Not answering other phones while on the call.

If possible;

- Turning off the ringers of nearby phones.
- Avoid using speakerphones as they pick up background noises.
- Putting a sign on your door indicating you are on a conference call.
- If you are taking notes on a computer, please be sure to mute your phone
- If possible, disconnect call waiting.

Some final thoughts:

- Please hang up when the call ends. Not doing so will cause the host to get billed for extra minutes. If you need to talk to another participant, hang up and call them directly.

- These calls are for TPC contractors and statewide partners only. It is perfectly acceptable to have someone fill in for you from your department. It is not acceptable to give the call in information to retailers or others in your communities without first seeking the permission of SHSCAP.

We understand that occasionally there are things that you can't control such as sirens outside your window but by following as many of the guidelines listed above we can increase the likelihood that everyone on the call will be able to hear the information they need. **Much Thanks!**





